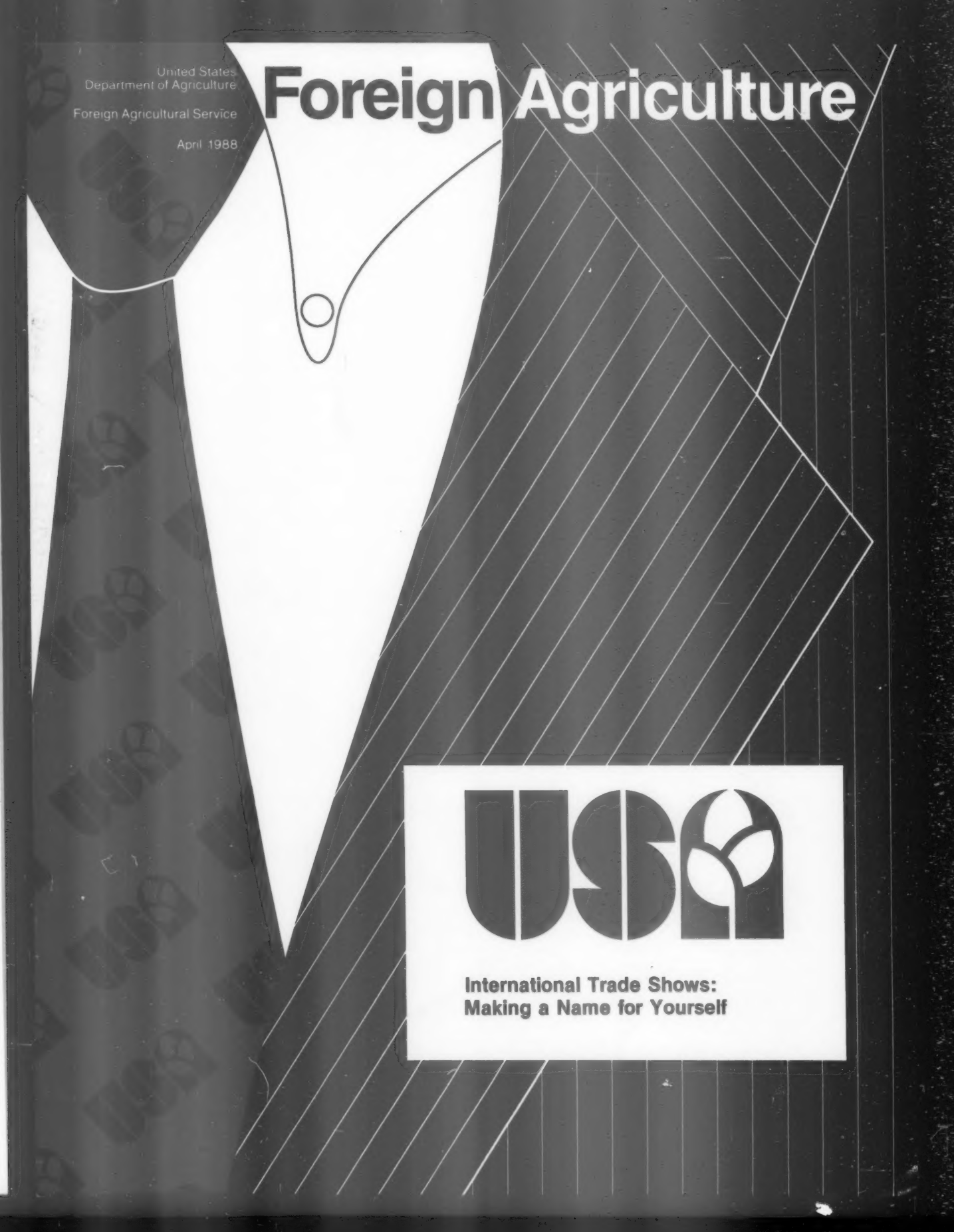
United States
Department of Agriculture

Foreign Agricultural Service

April 1988

Foreign Agriculture



International Trade Shows: Making a Name for Yourself

Marketing News

Feed Grains Council Video Now Available

The **U.S. Feed Grains Council** has made available copies of its videotape entitled "U.S. Feed Grains: Meeting World Needs." Designed to illustrate the U.S. feed grain production and marketing system, the videotape was created for use in the Council's International Market Education Program and has been translated into six languages.

A 20-minute version in English has been prepared specifically for U.S. audiences. Copies are available for purchase for $10.00 for members and $15.00 for non-members, or may be borrowed. Contact Richard Tolman, U.S. Feed Grains Council, 1400 K Street, NW, Suite 1200, Washington, DC 20005. Tel. (202) 789-0789.

U.S. Wheat Promotes Pasta in Costa Rica

U.S. exports of durum wheat to Costa Rica increased by 12.5 percent in 1986 from the year before, due in part to the stepped-up pasta promotion efforts of **U.S. Wheat Associates** and CAPROPA, the Costa Rican pasta manufacturers association.

"There were a number of negative attitudes about pasta to overcome when we launched the campaign at the beginning of the year," said Donald Schultz, U.S. Wheat Associates regional vice president. "Many people thought pasta was fattening, low in nutritional content, a filler to accompany main courses, or an ethnic dish eaten only by Italians."

U.S. Wheat Associates and CAPROPA developed newspaper, radio and television advertising and published 10 brochures in Spanish to dispel misconceptions about pasta and educate consumers about preparation of new pasta dishes. The campaign emphasized the convenience, versatility and nutritional and cost advantages of pasta. Manufacturers introduced larger packages to stimulate sales and distributed thousands of bumper stickers promoting pasta's attributes.

"The pasta manufacturers also became active in local running marathons, a popular sport in San Jose and nearby cities, and sponsored pasta dinners for runners to consume large amounts of carbohydrates before the event," Schultz said.

"Our pasta sales have increased considerably over the past year," said Marco Cercone, president of CAPROPA. "We believe that is due largely to the institutional campaign promoting pasta consumption."

Name Change for California Almond Growers

The **California Almond Growers Exchange** (CAGE) recently changed its name to Blue Diamond Growers. The 5,300-member cooperative is the world's largest tree nut marketer and processor.

The name change is intended to build recognition with overseas consumers. "The name CAGE means nothing to the consumer," says Chairman Bill McFarlane, who believes that the quality reputation of the Blue Diamond name will be remembered by consumers.

McFarlane considers Blue Diamond's efforts to build a worldwide consumer market for almonds a top priority. Blue Diamond will continue to target customers in Asia, Europe, the Far East and the Middle East with advertising and promotion programs to increase almond awareness and consumption.

The Magazine for Business Firms Selling U.S. Farm Products Overseas

Published by
U.S. Department of Agriculture
Foreign Agricultural Service

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European Trade Shows Provide Gateway to International Markets

Can the results of three days of participation in a European trade fair equal three months of traveling within Western Europe, calling on established contacts and potential clients?

Easily, say experienced U.S. traders. And when you consider that many buyers at these fairs are from other regions of the world, the pay-offs—as well as the time and financial resources saved—are even more significant.

The Foreign Agricultural Service (FAS) coordinates the U.S. national pavilions at major international exhibitions and can help exhibitors with details such as obtaining a booth, advance publicity, product shipment and customs clearance. But a successful show also depends on how well the exhibitors do their homework.

FAS exhibit managers advise exhibitors to obtain a list of potential purchasers and contact them before the show. The information is available through FAS in Washington, or by contacting agricultural counselors, attaches and trade officers at posts around the world.

Three weeks to a month before show time, exhibitors should contact potential buyers and invite them to visit their exhibit. That way exhibitors can be sure they will have some solid contacts at the show.

Robert Turner, international promotion director with the Washington State Apple Commission in Wenatchee, Washington, is a veteran international show exhibitor and has seen the results of a well-planned exhibit at shows like ANUGA, held every

other year in Cologne, West Germany, and SIAL, held in Paris on an alternating schedule with ANUGA.

"It's naive to set up your exhibit stand and just hope that buyers come by," he said. "To get the maximum benefit of trade show participation, you've got to send out letters before the show and invite your customers or would-be customers to come by and see you."

Turner also advises exhibitors to be prepared to offer firm prices, shipping details and delivery schedules. "It's been my experience that the people who attend trade shows are buyers, not just lookers," he said. "If you want to do business, you've got to be prepared."

Jim Youde, executive director of the Western United States Agricultural Trade Association, agrees with that advice.

"Large international shows like ANUGA and SIAL are an effective way to present new products in the marketplace and to make new contacts with buyers," he said. "But you need to have materials, price lists and samples so that people can taste them and get a feel for some uses for those products."

Samples Help Sell Products

Many U.S. exhibitors agree that providing samples helps sell new products.

Garrett K. Smith, vice president of American Pop Corn Co., in Sioux City, Iowa, provided samples of microwave popcorn at the ANUGA '87 show and was impressed by buyer response.

"I'm overwhelmed by the positive response we had to our product," he said. "Microwave popcorn is virtually unknown outside of the United States and Canada and our exposure at the ANUGA show was excellent."

Bud Stern, coordinator of the international sales division of Wakefern Food Corporation in Edison, New Jersey, said

his company did not sample at last year's ANUGA show, but probably would do so in the future.

As a first-time exhibitor, he concluded from his observations of other exhibitors that ". . . product sampling is an excellent idea. It gives the buyer an idea of the type of quality you are selling to international outlets."

Another first-time exhibitor, Joseph Lichtenberg, president of Pasta U.S.A. in Arlington, Virginia, chose not to sample because of the size of attendance (225,000) but said that for future shows, he likely would demonstrate pasta products.

"In a world market, I think it's particularly important to demonstrate how our particular product would be useful, tasty and adaptable to a variety of cuisines," he said.

Although an attractively designed exhibit booth with high-quality samples is an effective way to promote products, some find that a carefully planned visit to a trade fair rather than exhibiting may better suit their export expansion efforts.

For example, Herman Heise, who represents several citrus growers in the Indian River area of Florida, was able to develop a number of trade leads simply by arranging in advance to meet with buyers during the ANUGA '87 show.

According to Heise, the big international shows like SIAL and ANUGA are held at the wrong time of the year for citrus exporters.

"If grapefruit is not ripe when the shows are held, there is no way I can present a good product at an exhibit booth," he said. "I have to meet with buyers on an individual contact basis."

Heise found that meeting with a number of prospective buyers at one location is much more efficient than traveling to a number of destinations.

Although he had no product to sample at the show, Heise said that Indian River grapefruit has a reputation for high quality in many foreign markets. Also, with prospective contractors, he sends an experimental container of grapefruit to them when the fruit is ripe.

Followup Work Is Important

The results of a trade show usually are not immediately apparent. In fact, it often can take up to 18 months to realize the full potential of trade show contacts. To take advantage of the long-term sales possibilities, followup is as important as the initial contacts.

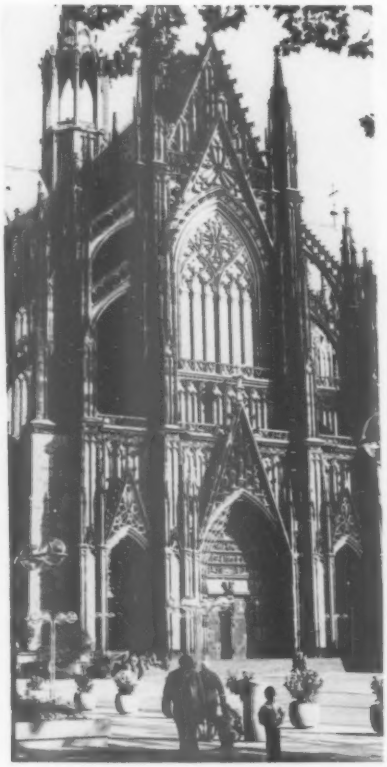
Some exhibitors send thank-you notes to every person who gave them a business card at the trade show. Many send letters to the best trade leads. Sometimes as many as five or six letters may be sent to the same buyer before a sign of interest is indicated, but the effort frequently pays off.

Lichtenberg said he developed lead cards from every potential buyer who approached his booth at the ANUGA show and shared the information with pasta producers when he returned to the United States. "We were surprised that we were able to collect so many qualified sales leads at the show," he said.

"If you have a lead that seems viable, I recommend pursuing it," said Lynn Abbott, director of the FAS High-Value Products Division. "Exporting is a long-term proposition, both in terms of followup and pay-offs."

For more information on international trade shows or a schedule of upcoming events, contact High-Value Products Division, Foreign Agricultural Service, USDA, Washington, D.C. 20250-1000. Tel. (202) 447-6343. ■

German Trade Fairs: It Pays To Show Off



For centuries, major German cities such as Cologne, Dusseldorf, Hamburg, Frankfurt and Munich have served as gathering places for international traders. In fact, hosting international trade fairs has become a way of life from which these and other cities derive economic vitality. As a result, the timing and promotion of each event is handled with experience and professionalism.

Germany's international trade shows are scheduled to fit the buying cycles of the various economic sectors served by the fairs. Fair authorities actively recruit foreign fair exhibitors and trade buyers thoughout the world and often spend one-fourth or more of their annual operating budgets to make sure that top buyers attend. Members of the news media also are invited to these international events.

For the exhibitor, the trade fairs provide a cost-effective means for testing markets, reviewing competition, meeting with customers and making new contacts in one location within a matter of days. Inevitably, when traders come together, sales are made and orders are written.

Each year, over 125 international trade fairs are held in Germany, including several major agricultural and food product shows (see box).

ANUGA Is World's Largest Food Show

Every two years, Cologne plays host to the ANUGA trade show, the world's largest food and beverage exhibition. At the most recent show, held in October 1987, nearly 6,000 exhibitors from 80 nations displayed a wide range of high-quality products to trade visitors from 125 countries.

The U.S. pavilion, one of the largest national pavilions in the show, boasted 118 participants. Nearly 2,000 products ranging from wine, fruit juices and snack foods to meat, poultry and gourmet desserts were displayed.

According to Dale Good, the U.S. agricultural trade officer in Hamburg and manager of the U.S. national pavilion at ANUGA '87, the six days of show activity produced $150 million in sales for U.S. agricultural products ($25 million during the show and $125 million in projected sales over the succeeding 12 months).

"ANUGA is one of the best forums in the world for promoting U.S. food products, particularly value-aded products," said Gerald Harvey, U.S. agricultural counselor in Bonn. "The trade is not just from Germany, but the European Continent, the Middle East and Asia as well."

Survey results of the 1987 ANUGA show indicate that 48 percent of the sales inquiries received by U.S. exhibitors came from buyers in countries outside of Western Europe.

The United States and the countries of the European Community, headed by Italy and France, are the most strongly represented countries at the ANUGA show. In 1987, the "newcomers" represented in national displays were Benin, the People's Republic of China, Indonesia, Iran, Malawi, Malaysia, Morocco, Nicaragua and Romania.

Exhibition Continues To Grow

"The past several ANUGA shows have been growing," said Good. "More trade visitors are attending than in previous years, more countries are interested in having pavilions at the show and more companies are interested in enlarging their exhibit area.

"There was strong interest in participating in the U.S. pavilion at ANUGA '87. We had 65 exhibit booths but we could have filled 30 more if we had been able to obtain the floor space," he said.

As in 1985, all 14 exhibition halls in the vast ANUGA complex were booked for the 1987 show.

"A new exhibit hall will be added to the ANUGA facilities and may be ready in time for the 1989 show," Good said. "We hope we can accommodate more U.S. companies that are interested in exporting."

For more information on the calendar of West German trade shows listed in this article, contact:

U.S. Agricultural Trade Office
American Consulate General, Hamburg
APO New York 09215-0002

The Confederation of German Trade Fair and Exhibition Industries publishes an annual directory of West Germany's international trade fairs. A free copy is available by writing to:

Confederation of German Trade Fair and Exhibition Industries (AUMA)
Lindenstrasse 8
D-5000 Koeln
West Germany

In addition, the U.S. Department of Commerce has prepared a handbook for U.S. exhibitors and exporters called "German Trade Fairs." The 90-page publication is available for $4.50 from:

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402 ■

West German International Trade Show Calendar

Product	Date	Exhibit/City	Visitors*
Breeding Animals, Forage	Nov. 28-Dec. 2, 1988	Tier & Technik: International Exhibit for Livestock & Animal Husbandry (Frankfurt)	177,641
	June 21-24, 1989	Huhn & Schwein: International Exhibition for Pig & Poultry Production (Hannover)	56,012
Fiber	June 6-8, 1989	Techtextil (Frankfurt)	5,914
Food	Jan. 27-Feb. 5, 1989	International Green Week (Berlin)	440,967
	Nov. 7-11, 1988	HOGATEC: International Trade Fair, Hotels Gastronomy, Catering (Dusseldorf)	29,226
	March 3-15, 1989	INTERNORGA: International Exhibition for Hotel, Catering, Bakery and Confectionery Trades (Hamburg)	85,940
	Oct. 14-19, 1989	ANUGA: World Food Market (Cologne)	225,000
	September 1989	IGAFA: International Trade Fair of Hotel and Catering Trades (Munich)	26,666
	Sept. 16-21, 1988	IKOFA: International Trade Fair of the Food Industry (Munich)	54,152
Forest Products	May 12-15, 1988	Roof and Wall (Bremen)	28,735
	April 28-May 2, 1989	INTERZUM: International Trade Fair for Furniture, Interior Finishes & Furnishings (Cologne)	45,154
Fur	April 13-17, 1988 April 5-9, 1989	International Fur Fair (Frankfurt)	22,861
Leather	May 6-10, 1988 Nov. 8-10, 1988 May 9-11, 1989 Nov. 7-9, 1989	PLW: International Leather Exhibition (Pirmasens)	N/A
Pet Foods	May 13-15, 1988	INTERZOO: International Trade Fair for Pet Supplies (Nuernberg)	10,332
Seeds	Nov. 28-Dec. 2, 1989	AGRITECHNICA (Frankfurt)	124,391
Sweets	February 1989	ISM: International Sweets and Biscuits Fair (Cologne)	16,890
Wine	May 24-29, 1989	INTERVITIS (Stuttgart)	59,089

For more information, contact: U.S. Agricultural Trade Office, c/o American Consulate General (Hamburg), APO New York 09215-0002.

See Y'all at SIAL

The next big food exhibit that U.S. exporters should mark down on their calendars is SIAL, or the Salon International d'Alimentation as it is more formally known, which will take place in Paris on October 17-21, 1988.

SIAL is Europe's largest trade-only food exhibit to be held this year. This show traditionally attracts buyers not only from all over the Continent, but also from Africa, the Middle East and Asia.

The SIAL exhibit presents both established and new-to-market exporters with the opportunity to make numerous contacts within a short time period and for a limited amount outlay.

A Boost for U.S. Exporters

U.S. agricultural exporters should get an added boost this year from the fact that the recent decline in the dollar's value relative to many currencies has made high-quality U.S. food products more attractive to foreign buyers.

And SIAL is a good opportunity to meet those foreign buyers. In 1986 (the most recent SIAL exhibit), nearly 90,000 traders from 130 countries attended SIAL. Exhibit organizers estimate that 58 percent of all visitors came with a commercial purpose and wanted to do business. So U.S. exhibitors are encouraged to bring pertinent data for transactions, including price lists, shipping information and product brochures.

The U.S. pavilion at SIAL '88, sponsored by the USDA's Foreign Agricultural Service (FAS), will feature 50 booths. Participation in the U.S. pavilion provides exhibitors with lower exhibition costs and greater product exposure than if they participated individually. FAS will provide assistance in booth preparation, product shipping, customs clearance and label review.

Spotlight on New Products

One reason many foreign buyers attend international trade exhibits such as SIAL is to seek out new products. New product items will be one of the main attractions of SIAL '88. This category of foods has been given priority and visibility by SIAL management.

This "new product" category is a broad one that includes products fully commercialized since the last SIAL in 1986, those being launched at SIAL '88 or products at the research stage.

The "new" part may include innovations in packaging, preserving, processing, marketing, consumer appeal or concept. The SIAL management will sponsor and publicize a contest for new product items. However, a participation fee will be charged for the contest.

The U.S. agricultural affairs office in Paris is encouraging U.S. exhibitors to bring a variety of foods, such as "quick" items (frozen or for the microwave oven), breakfast foods, regional or ethnic American foods, prepared dinners and high-quality items. These items are likely to do well at SIAL '88, according to the U.S. agricultural counselor.

Companion Exhibit To Be Held in London

To provide additional exposure for U.S. Food product exporters in the European market, the U.S. agricultural trade office in London will sponsor a Pre-SIAL Buffet America at the International Marketing Center at the U.S. embassy in London on October 12.

The London exhibit is open to U.S. food and beverage manufacturers, processors or sellers who will be participating in SIAL '88 in Paris.

Nearly 200 representatives of the British food and beverage industry will be invited to meet U.S. exhibitors. But space is limited to 17 display areas and is available on a first-come, first-served basis.

For more information on both SIAL '88 in Paris and the Pre-SIAL Buffet America in London, contact:

Mark Condon
Foreign Agricultural Service
U.S. Department of Agriculture
Room 4649-South Building
Washington, D.C. 20250-1000
Tel. (202) 475-3417. ■

Norwegian Market Holds Opportunities for U.S. Exporters

By Harold A. McNitt

Historically, Norway has been a growing importer of high-value U.S. agricultural products, increasing its total annually.

One of the wealthiest countries in the world, Norway's per capita gross domestic product (GDP) is exceeded only by those of the United States and Switzerland. Norwegins spend roughly one-fifth of their disposable incomes on food.

U.S. Has "Unique" Image

Norway's accessibility to the European Community (EC) makes competition among foreign suppliers keen. EC exporters benefit not only from close proximity, but from long-established trade ties and preferential tariff treatment for some processed foods.

Despite this, many U.S. foods can succeed in Norway because of their uniqueness or scarcity in Europe. U.S. Delicious apples, long-grain parboiled rice, dried fruit, almonds, popcorn and kiwifruit are a few examples of U.S. products that sell well in Norway.

Exporting Made Simple

Food importing is dominated by a few large firms in Norway, which simplifies the task of getting a product onto the Norwegian market. However, retailers in Norway frequently buy from several different wholesalers and these arrangements are not always clearly defined.

From the U.S. exporter's standpoint, there are three major buying points in Norway. Two of the wholesale/retail enterprises are members of a joint import purchasing pool, UNIL. The other major wholesale/retail enterprises are NKL, Norway's consumer cooperative organization, and the Koff Group, a retail cooperative.

In addition, U.S. exporters can contact Norway's specialized importers. For example, BAMA A/S is an importer/distributor specializing in fresh fruits and vegetables. There are other specialized importers in Norway as well.

A new-to-market U.S. exporter should first contact the three major buyers and possibly one or more of the specialized importers. If the product appears promising and salable to any of these, the exporter should consider appointing a Norwegian agent. (The Koff Group, however, prefers to import directly without an intervening agent.)

Other alternatives include setting up a joint arrangement with a Norwegian or another company that already has product distribution in Norway, or establishing a sales office in Norway or one of the other Nordic countries.

Food Is Big Business

General grocery stores account for 75 percent of food retail sales in Norway. Retail sales of food, beverages and tobacco totaled $6 billion in 1986, of which grocery stores sold $4.5 billion and specialty shops, $1.5 billion. These sectors account for 35 percent of total retail trade in Norway, the largest in terms of sales.

Norway's retail grocery trade is highly diversified, including unaffiliated independent grocers, consumer cooperative stores, voluntary chains, multiple chains operated by wholesalers and retail cooperatives.

Food wholesaling is highly concentrated. The large wholesale enterprises are made up of regional subsidiaries, many of which were formerly independent companies.

Fast-Food Sales Rocketing

The rapid expansion of Norway's economy has stimulated an explosive growth of fast-food outlets. This rapid growth sector is experiencing a 15- to 20-percent annual increase in sales. Norwegians eat an estimated 2 million meals away from home daily. The largest food services chain, ASTOR, purchases most of its imported foods through UNIL A/L.

Fruits and Vegetables Sell Well

Fruits and vegetables are the largest U.S. exports to the Nordic area. U.S. raisins, prunes and other dried fruit are staples on Norwegian markets. Raisins and prunes account for roughly 80 percent of U.S. dried fruit sales.

Norway prohibits imports of noncitrus fruit except during an "open season." Opening and closing dates, usually during February-April, are variable and announced on short notice. This restricts the market from importing apples and pears during part of the year.

U.S. sales of fresh citrus to Norway have suffered in recent years from competition from Mediterranean citrus producers and increased shipping costs and prices.

One of Norway's largest importers of fresh vegetables and fruit, BAMA A/S, indicated the following fruits have sales possibilities in Norway, assuming terms and prices are competitive: avocados, kiwifruit, red pears, pink grapefruit, cantaloupes, cranberries and black cherries.

Norway also imports U.S. fresh, frozen, dried and canned vegetables. An increase in salad bars in Norwegian restaurants and the growth in health-food sales could spur demand for more fresh and frozen vegetables.

Stringent import restrictions sometimes limit vegetable and vegetable preparation imports. The government imposes restrictions on turnips, carrots and peas throughout the year. Tomatoes imported during June 1-October 31 pay a tariff during that period, which is Norway's marketing period, but enter duty-free the rest of the year.

Import Regulations Are Stiff

Norway has its own tariff system as well as a highly protective system of import licenses on many food commodities. The system serves to block imports of items already available domestically.

However, duties are generally low on items not produced in Norway, such as nuts, raisins and oranges.

Duties on items grown in Norway, such as apples and pears, are low-to-moderate during off-season periods but much higher during periods when domestic produce is being marketed.

Duties on processed foods, particularly of a kind manufactured in Norway, usually are higher than those on non-processed commodities.

Ministry Protects Domestic Commodities

The Norwegian Ministry of Agriculture has the authority to prohibit imports of foods that may threaten Norwegian farm production. Foods and other agricultural commodities whose production is considered vital to the Norwegian farm sector may be imported only if a license is granted by the ministry.

Thus, meats and meat products can be imported only when domestic supplies cannot meet Norwegian market demand. Most dairy products can be imported only if they are not competitive with domestic output.

Fresh and preserved fruits and vegetables of a kind cultivated in Norway may be imported only when domestic producers cannot meet market demand. These include apples, pears, plums, tomatoes, potatoes, many green vegetables, strawberries and raspberries.

Food not produced commercially in Norway usually enters the country without import licensing restrictions. These include edible nuts, table grapes, avocados, bananas, mangoes, kiwifruit, most dried fruit and citrus fruit.

The opening dates for licenses vary depending on the Norwegian growing season, which contributes an unwelcome uncertainty to trade arrangements.

Imports of grains and grain products are strictly controlled because the state grain monopoly, Statens Kornforretning (Norwegian Grain Corporation), makes all purchases.

This controls the flow of such bulk grain items as wheat, flour, feed grains and feed concentrates. Normally, it does not affect Norwegian imports of packaged retail items, such as parboiled rice, popcorn, cookies, breakfast foods and grain-based pet food.

Strict Food Regulations

Norway maintains strict food, health and sanitary regulations. A list of approved food additives is published in English annually by the Norweigan Ministry of Social Affairs, The Health Services of Norway. To obtain a copy of the list, contact Helsdirektoratet P.B. 8128, DEP., Oslo 1, Norway). Norway is a signatory to the Codes Alimentories.

An English translation of current food labeling regulations may be obtained from the Norwegian Ministry of Consumer Affairs and Government Administration, Box 8004 DEP., Oslo 1, Norway. ■

The author recently retired from USDA's Economic Research Service.

Tips on Doing Business in Norway

Language. Most Norwegian business people who are engaged in international trade are fluent in English.

Business hours and holidays. Business hours throughout Norway are generally from 9 a.m. to 4 p.m. on weekdays. July and August are the traditional vacation months. Serious business visitors should avoid traveling to Norway during this period as they could find Norwegian executives unavailable. Many firms close or operate on skeleton staffs during the last three weeks in July.

Major Business Centers. Oslo, the capital and business center, has a population of about 450,000. Oslo serves a wider area called Ostlandet, whose population is about 2 million. It includes the head offices of most major firms and business associations.

The following is a list of useful contacts for the U.S. exporter doing business in Norway.

Bama-Gruppen A/S
Filipstadv. 1B
Box 2431 Solli
Oslo 2
Tel. 47-02-411350
Telex 71382

Koff Gruppen A/S
Stortingsgt. 30
Box 1653 Vika
0120 Oslo 1
Tel. 47-1-361410
Telex 78658

Norges Colonialgrossisters Forbund (NFC)
Karl Johans Gate 1
0154 Oslo 1
Tel. 47-02-202335

Norwegian Co-operative Union and Wholesale Society (NKL)
Rivierstredet 2
Box 1173 Sentrum
0107 Oslo 1
Tel. 47-02-206290
Telex 79450

Norwegian Ministry of Consumer Affairs and Government Administration
Box 8004 DEP.
Oslo 1

Norwegian Ministry of Social Affairs
Helsedirektoratet—Health Services of Norway
Akersgt. 42
Box 8128 DEP
Oslo 1
Tel. 47-02-118249

UNIL A/L
Prinsensgate 1
Box 72 Sentrum
Oslo 1
Tel. 47-02-202335
Telex 76001

Industrial-Grade Corn in Asia: New Uses Can Make New Markets

By Kevin Rackstraw

China, Japan, Korea and Taiwan are potentially strong markets for U.S. industrial-grade corn. Although developing these markets will continue to take time and patience, some of the groundwork already has been laid by the U.S. Feed Grains Council.

With a wide range of corn processing technology either in place or developing rapidly in Asia, the Council has initiated programs to promote U.S. industrial-grade corn use.

Under the mantle of the Foreign Agricultural Service's Targeted Export Assistance (TEA) program, the market development efforts are designed to acquaint foreign customers with new uses and processing techniques, as well as the quality and availability of U.S. corn.

Industrial-grade corn is a higher grade than feed corn and usually is used to produce high fructose corn syrup, modified starches, protein starches, protein concentrates and specialty chemicals.

Study Looks at Asian Market

In 1987, the Council contracted corn expert Dr. Richard Hahn to assess the market potential for U.S. industrial-grade corn in Korea, China, Japan and Taiwan.

Hahn, who recently retired from StaleyContinental, Inc., has wide experience in developing foreign markets for high-value products processed from industrial-grade corn. He reviewed the wet- and dry-milling industries in the target countries and developed strategies to boost demand for U.S. industrial-grade corn in those markets.

The markets Hahn studied represent excellent growth markets for U.S. feed grains, but little work had been done until now in exploring Asian markets for alternative uses of those grains. The markets studied reveal a wide range of demand for industrial-grade corn and the capabilities to process it.

The largest industrial uses of corn in Asia currently are for soft drinks, brewing, baking, processed foods, textiles and paper.

Starch use, currently estimated at about 3.6 million tons per year, is growing rapidly in the region, although U.S. corn faces considerable competition from cheap alternative starch sources such as cassava (tapioca) and sago produced by Thailand and Malaysia.

Here is a brief look at the potential for industrial corn products in each of the four countries.

Korea

Korea is perhaps the most exciting potential market in the region, both for internal consumption and for the export of raw goods and finished products using corn.

While Korea's industrial corn use in 1986 was only 1.1 million tons, the country's rapidly growing economy represents not only long-term growth potential, but also current, unfulfilled demand.

The technological level in the Korean industrial corn sector is high, but a lack of experience in plant operation has meant that few plants are operating in an efficient manner. These conditions make Korea an ideal candidate for programs which include assistance in processing methods, as well as new product development.

Korea's wet-milling industry already has state-of-the-art facilities and can produce

most of the product types manufactured in the United States. The markets for corn sweeteners are not well developed, but use in products such as soft drinks is growing rapidly. However, there is a significant need for more applied research by the industry.

The Korean starch industry has been producing simple products, with specialty modified starches largely imported. The major uses are food (36 percent), and paper and adhesives (35 percent). Some companies recently have built new modification facilities, which could lead to major expansion in the production of modified starches over the next several years.

The Korean dry-milling industry is a mixture of modern plants and small, less-sophisticated facilities. The small plants usually have been in the market for many years, and most millers are content to serve established specialty markets. The modern plants have the capacity to grow, but millers do not seem to be devoting the required technical resources to increase their markets and achieve growth.

Korea's strong "western" orientation in its food industry had led to a noticeable trend toward "convenience" food products. This trend should result in higher demand for products from the Korean wet-milling and dry-milling industries.

Tremendous growth could be realized in the snack industry, especially given the interest in snack foods generated by the approach of the 1988 Olympics to be held in Seoul. However, although Koreans like corn products, little work is being done to develop new products to take advantage of this inclination.

China

China's wet-milling sector is in an early stage of development, made up mostly of small plants. While the Chinese are extremely interested in U.S. technology, they lack the capital to upgrade their equipment. These conditions make China an ideal candidate for assistance.

While production is adequate, demand for products from China's dry-milling industry has been slipping because of the popularity of rice. Hahn suggests that helping the Chinese develop new products could expand the industrial uses of corn.

For instance, more dry-milled corn could be used in breaded or battered products, as well as in snack foods, which are growing in popularity.

An additional problem is that China's dry milling is oriented more toward wheat flour than corn, and the millers do not have a grasp of the techniques required for processing corn. Thus, their products are high in oil and include only small amounts of grits, meal and flour.

Despite these limitations, China already processes about 1.7 million tons of corn each year. With rising incomes resulting from the country's more market-oriented policies and greater consumer demand for a greater variety of food products, China may be a major growth area for industrial use corn.

Even if the corn is of Chinese origin, the demand from industrial uses will draw down the stocks of Chinese corn available for export and help ease the competition for industrial-grade corn markets such as Japan.

Japan

Both the wet-milling and dry-milling industries in Japan are highly advanced, although Japanese starch modification procedures may be a bit behind the

United States. Wet milling is the dominant processing technique, using 92.5 percent of the industrial corn in Japan. In 1986, industrial corn use in Japan totaled 3.25 million tons, of which the United States supplied only 750,000 tons.

Government policies that maintain high prices and production levels for potato starch are among the major problems limiting the wet-milling industry's growth. Processors are required to buy this expensive potato starch in order to qualify for a break on corn import prices.

Finished starch, now severely restricted by import quotas, is one of 12 items under quotas which were recently challenged by the United States under the General Agreement on Tariffs and Trade.

A second problem is that the sweetener market is structured to protect domestic cane and beet production, which makes it difficult for corn syrup to gain a foothold.

A third problem is that per capita sweetener consumption is unusually low for a developed nation, with consumption rates declining over the past three years. While soft drink production accounts for 62 percent of the corn Japanese wet millers use, Japanese per capita consumption of soft drinks is only 24 liters per year and declining, compared with 135 liters per year and rising in the United States.

In addition, modified starches from the Netherlands and Thailand enter the country duty-free and at much lower prices than possible from corn processed in Japan. Restrictions on starch modifications in Japan further complicate the potential for corn processing, although the industry is fighting for regulatory changes.

Unlike some of the industrial corn markets, Japan has an extensive marketing system in place to distribute industrial and food-use corn products.

While the snack industry offers growth potential, the industry needs to promote consumer acceptance of this category of food.

Moreover, Japanese diets are changing, and the United States needs to determine the direction in which the taste trends are moving in order to forecast how corn can accommodate the demand.

Taiwan

Taiwan's corn processing industry is small and relatively basic. Only one wet mill and two dry mills can make de-germinated corn products, and both were shut down when Hahn visited the area in 1987.

While the best growth areas for corn utilization are in more traditional sectors such as poultry, hogs, dairy and aquaculture, the movement of grain purchasing authority to the private sector should encourage growth in a variety of new areas.

In the beverage market, soft drinks are growing rapidly in popularity; but, with government protection for local sugar, corn syrup faces an uphill battle there. Beer producers in Taiwan use readily available broken rice as an ingredient so there is little potential for the use of corn grits or liquid derivatives.

Food trends are toward convenience foods. Stores are stocked with a small but varied collection of items containing corn, such as canned goods, dry mixes, batter and breaded products, drinks, cake mixes, snacks and baked goods. No breakfast foods containing corn were available, but according to Hahn, snack foods could be a major new outlet for corn in Taiwan.

Taiwan's paper industry still is using regular corn starch but is able to import modified starch. A strong concern about pollution from plastic packaging may signal an opportunity for starch-biodegradable plastics. The plastics industry is already well developed in Taiwan.

While corn has a negative image as a food grain in Taiwan, Hahn believes that a health and nutrition information program could help reverse this image. Hahn also suggests that the corn processing industry, particularly starch manufacturers, need assistance to stay in business and modernize their plants in order to maintain a base for wet milling in Taiwan. ■

The author is with the U.S. Feed Grains Council, Washington, D.C. Tel. (202) 789-0789.

Corn Samples Pique Interest

Under the Targeted Export Assistance (TEA) Program, the U.S. Feed Grains Council has undertaken several "samples" projects. These are geared to introducing feed grain products intc markets that are unfamiliar with these goods and encouraging the development of new processes.

TEA funds are used to offset the cost of providing milling-sized samples to interested foreign buyers.

At a cost of $200,000, the largest single samples project provides for the shipment of high-quality U.S. hard, endosperm corn to Japanese dry millers who are normally accustomed to buying U.S. No 3 corn.

The samples will allow the millers to determine for themselves if the returns from the higher quality corn will justify its premium price. The grain will be used for snack foods and grits for brewing and flaking.

Another project will allow Korean millers to import waxy corn at No. 2 yellow corn prices. Koreans are unfamiliar with waxy corn starch products due to a lack of production facilities. The samples will oncourage processors to branch out in the development of new products. ■

Good Exporters Need To Be Trade Policy Pros

Are you a trade policy pro? Do you know what trade barriers (if any) constrain your products in foreign markets?

Good marketing skills include being familiar with the complex array of quotas, surcharges, tariffs, health and sanitary regulations and other import controls that can restrict access for your product. They can affect your marketing plan; forcing you to scale back operations in some countries and completely abandon them in others.

A recently released report of the Foreign Agricultural Service on trade policies around the world can help you get started with a good marketing plan. This report, *Trade Policies and Market Opportunities for U.S. Farm Exports,* provides a wealth of information for U.S. agricultural exporters.

Production, Trade Policies Cited

The report describes the agricultural production and trade policies of more than 100 countries. It identifies government programs that aid agricultural exports or impede agricultural imports from the United States. It also identifies market opportunities for U.S. agricultural exports.

Virtually every country in the world provides support and protection to agriculture to some degree. This is accomplished through a variety of means, including import quotas, subsidies and tariffs.

The report also lists some of the products of greatest interest to U.S. exporters, as well as which ones would be most affected by removal of the policy or other trade constraint cited.

Test Your Knowledge

If you pride yourself on knowing the international market for agricultural products, see if you can answer the following 10 questions, which are based on information in the report.

The answers appear at the end of the article.

1. What constraints, if any, limit U.S. wine sales to Finland?

2. Are sales of rice to Austria dutiable?

3. Is China a member of the GATT?

4. Is it illegal to advertise margarine on French television?

5. What is the import tax on vegetable oils in Guatemala? How are quotas determined?

6. Are imports of almonds banned in Egypt?

7. What impedes exports of U.S. raisins to Mexico? Is there a licensing requirement as well?

8. Philippine imports of U.S. cattle for breeding are constrained by the country's traditional trade ties with what country in the Pacific Rim?

9. Can soy protein be used in meat in the European Community?

10. Prepared wheat products, such as batters and mixes, cereals and baked goods, can be imported into Canada if what caveat is followed?

Exercise Your Options

The best selling skills in the world are of little use if a country will not allow entry of your agricultural product. To avoid wasting time and money, you have a number of options before setting out on a marketing exploration trip.

They include talking with Foreign Agricultural Service professionals both in Washington and in the country in which you are interested, calling or visiting with state marketing officials, regional trade associations and commodity cooperator groups, and researching opportunities for your products abroad. The trade policy and opportunity report is one place to begin such research.

A limited number of free copies of the report are available from:

Foreign Agricultural Service
Information Division
Room 5920-S
U.S. Department of Agriculture
Washington, D.C. 20250-1000
Tel. (202) 447-7937.

(Answers: 1. Only the state monopoly can import wine; there is a ban on wine advertising. 2. No. 3. No. 4. Yes, in order to protect domestic butter producers and oil processors. 5. 35 percent. Import quotas are allocated by company. 6. Yes, to conserve foreign exchange. 7. A 40-percent tariff. No, the licensing requirement was removed in the summer of 1987. 8. Australia. 9. No. 10. Products must be in consumer-size packaging for retail sale by the importer.) ■

Mexican Policy Changes Improve Outlook for Imports

By Leon G. Mears

Mexico is an attractive market for U.S. agricultural suppliers because of its proximity to the United States, its growing population and its limited agricultural resources relative to demand.

Although Mexico's economic difficulties and good domestic harvests during the past few years have lowered agricultural imports, this situation should change as Mexico's economy recovers and consumer demand outpaces domestic production.

Import Policies Are Changing

Mexico's agricultural import policy has long reflected the government's desire to import only those products required to assure adequate domestic food supplies.

However, Mexican trade policy has undergone an important evolution during the de la Madrid administration. Substantial liberalization has taken place in tariff levels, import license use and official reference prices. Tariffs have been reduced to a maximum of 20 percent as of December 15, 1987.

Official reference prices were eliminated at the end of 1987 and now only 329 categories require import licenses, some of which are agricultural products. A large percentage of these categories will be removed from the list of commodities requiring import licenses on October 31, 1988.

However, exporters should be aware that although Mexican trade practices are changing, the government still enforces complex legal requirements for imports.

For example, import permits are required for many agricultural products and they must specify the quantity of goods involved. Request for permits can be refused and even if granted for one shipment, may be refused for subsequent shipments.

Consequently, one of the first things exporters should do when planning a marketing trip is learn about Mexican import policies and regulations.

Note: Credit Secretaria de Turismo de Mexico

Examine the Import Permit List

Exporters should review the list of items currently being imported, and those which have market development potential. There is no longer an official list of items automatically denied import permits.

Commodities such as dry beans, nonfat dry milk and rice are purchased by tender or directly by the Mexican government purchasing agency CONASUPO. Grains, oilseeds and products and tallow are imported by both CONASUPO and private industry. Private firms buy directly, but often tender through trade associations.

Before approving a request for an import permit, the Mexican government consults with domestic producers of the same or similar products. Import permits often will be denied if the product in question is remotely similar to one produced domestically.

Product Samples Must Have Permits

Generally speaking, the same import requirements for commercial shipments apply to product samples. This means an import permit must be obtained and duties paid on samples. In some cases, health permits also are needed.

Participants in trade shows can bring in product samples only if the show organizers obtain import permits for them. Show organizers should provide assurance that they will assist in the importation of samples before exhibitor fees are paid.

Final Steps to a Successful Trip

After a U.S. exporter determines which products may need to be imported, personal appointments with Mexican buyers are essential in making a sale. Mexican government and industry officials often meet with many U.S. organizations that market similar products. Therefore, coordination, timing and flexibility are critical.

Another important ingredient to a successful marketing trip is obtaining an interpreter. All written communication to Mexican contacts should be in Spanish. Major hotels often can provide or recommend interpreters.

Free-Trade Zone Provides Import Avenue

Another way to move agricultural products into Mexico is through the free-trade zone along the U.S. border.

U.S. exporters mainly supply Mexican grocery outlets. The market is limited, but for many value-added food items, it represents the only current possibility of selling to Mexico. Chambers of Commerce in U.S. border cities may be able to provide lists of contacts in Mexico.

All vehicles are inspected at checkpoints inside the free-trade zone to ensure they do not illegally transport food items outside this area.

Where To Go For Information

Before travel preparations are made, exporters should contact the office of the U.S. agricultural counselor in Mexico City for information on sales opportunities for the products of interest, the chances of making contact with Mexican officials and timing of the trip.

The agricultural counselor also can assist exporters in identifying potential buyers and providing market information.

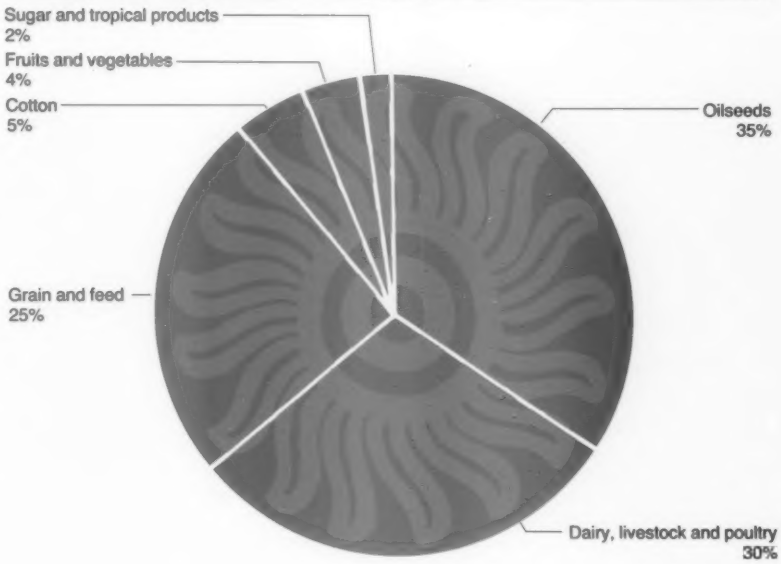
For more information, contact:

U.S. Agricultural Counselor
Amercan Embassy
P.O. Box 3087
Laredo, TX 78044
Tel. (011) 525-211-0042
Telex 017-73-091 AEMXME and
017-75-685 AEMXME

The office street address is:
Paseo de la Reforma 305
Colonia Cuauhtemoc
Mexico City D.F. 06500
Mexico ■

The author is the U.S. agricultural counselor in Mexico City.

Oilseed Products Were the Top U.S. Export to Mexico in 1986



1986 = $1.08 million

Summary of Mexican Import Requirements

To avoid difficulties in selling products to Mexico, exporters should be familiar with import requirements. For additional information and addresses of the agencies mentioned below, contact the Office of the Counselor for Agricultural Affairs, Embassy of Mexico, 2829 16th St., N.W., Washington, D.C. 20009. Tel. (202) 462-2390.

Import Permits. Permits are required for many food and agricultural product imports. Mexican importers must file applications for import permits with the Mexican Secretariat of Commerce.

Health Import Authorizations. Exporters should contact Mexico's Agricultural and Forestry Health Protection agency (Direccion General de Sanidad y Proteccion Agropecuaria y Forestal) well in advance to obtain a health import authorization for meat and livestock. The authorization is free and is valid for nine months or a specified volume whichever expires first.

Mexican Representatives. Exporters can designate a Mexican representative to solicit and obtain an import permit and a health import authorization. A formally designated agent or representative is required by Mexican law for label registration.

Label Requirements. Label requirements for canned foods and food additives are established by the Mexican Health Department (Secretaria de Salud). Exporters' authorized Mexican representatives are required to register the product with the department.

Shipping Documents. In most cases, shipping documentation will consist of a commercial invoice, a bill of lading and a certificate of origin issued by the U.S. Department of Agriculture or other appropriate U.S. government agencies.

Health Certificates. For some products, phytosanitary certificates or health tests are required. It is the exporters' responsibility to comply with the regulations affecting these certificates and tests.

Country Briefs

China

Good Market for Dairy Breeding Stock

China is continuing to pursue its goal of developing a dual-purpose cow that will produce large amounts of both meat and milk. China has been importing an average of 5,000 cattle per year, mostly registered Holstein-bred heifers from the United States and Western Europe for use in improving milk production. Along with crossing its own "yellow" cattle, water buffalo and yaks, the Chinese also are experimenting with crossing these varieties with Simentals, Polleds and Indian and Pakistani water buffalo.

Market opportunities in China are good for dairy cattle, primarily registered Holstein-bred heifers. The China National Animal Breeding Stock Import and Export Corporation (CABS) handles the majority of cattle and livestock imports. Though imports dipped to about 3,000 head in 1986 from 5,000 head in 1985, imports likely have regained the 5,000-head mark in 1987 and they are expected to maintain that level in 1988.

Stringent health requirements and testing procedures continue to make many suppliers reluctant to enter this high-risk, low-return market. There is little opportunity currently for exports of beef cattle to China for slaughter. However, efforts to improve livestock quality could develop a limited market for beef breeding bulls.—*David M. Schoonover, Agricultural Counselor, Beijing.*

Egypt

Dollar's Decline Enhances Wood Export Prospects

Egypt is a large, growing market for a wide variety of wood products because of its expanding population and increasing incomes. As a result, building starts continue at a high rate.

The market is very price conscious. As a consequence, as the value of the U.S. dollar continues to fall relative to European currencies, the opportunity for U.S. exporters to enter the market increases. However, many Egyptian importers still perceive U.S. products as being slightly higher priced than European woods.

The major stumbling block at present to larger U.S. sales is a lack of knowledge among Egyptian importers about U.S. suppliers and prices. As a result, trade teams are important to establishing the relationships necessary to encourage Egyptian purchases. Long relationships also are important to Egyptian importers and these have not been established with U.S. suppliers. In addition, European suppliers often provide six-month or one-year free financing to the Egyptian importers. The GSM-102 program available from the United States cannot compete with this.—*Guy L. Haviland, Jr., Agricultural Counselor, Cairo.*

Hong Kong

U.S. Poultry Products Gain in Popularity

U.S. sales of poultry products to Hong Kong grew by 40 percent during the first nine months of 1987. Winter is usually the heaviest time for poultry demand so by the time fourth-quarter shipments are added to the total, U.S. sales could have reached $65 million. That would have represented an increase of more than 50 percent over 1986. Both poultry meat, especially frozen chicken parts, and eggs were up significantly. Contributing to the gain were a combination of factors: increased demand, favorable U.S. prices compared to competitors, a full-scale promotional campaign funded by USDA's Targeted Export Assistance Program and Export Enhancement Program subsidies for eggs.

With Thanksgiving and especially Christmas becoming notable holidays in Hong Kong, U.S. turkey, duck and Cornish game hen sales have supplemented the already popular chickens and chicken wings. The growth of fast-food sales has added to the frozen chicken parts demand, and restaurants and hotels continue to be good customers for U.S. whole and cut-up poultry. U.S. frozen poultry also is penetrating the Chinese household market. Because so many women now work outside the home, today's consumers frequently will use a microwave oven to defrost a frozen chicken. Previously, consumers would have insisted on a live bird imported from nearby China.—*Phil Holloway, Agricultural Officer, Hong Kong.*

Japan

Strong Yen Stimulates Demand For Imported Foods

A stronger yen, which has made imported processed foods more competitive in the Japanese market, played a major role in the decline in Japanese processed food production in 1986 (the latest year for which data are available). This was the first such decline in eight years.

Over the long term, Japanese government statistics show a significant increase in demand for prepared foods and processed meat products, and a decline in demand for domestically produced sugar and confectionery products. These trends are expected to continue for the foreseeable future. The table below shows trends in Japan's output of processed foods, with 1980 as the base year with an index of 100.

Product Output	1976	1984	1985	1986
Meat products	82.9	121.6	129.9	141.3
Dairy products	83.5	111.1	112.1	110.7
Seafood products	107.5	114.0	112.3	107.6
Horticultural products	92.7	105.1	105.1	108.0
Flour and products	95.0	102.8	102.4	102.8
Edible oils and products	81.5	112.5	115.8	116.8
Sugar	117.1	89.2	89.0	89.8
Condiments	94.4	102.2	101.8	104.2
Beverages	81.1	113.9	115.7	117.9
Confectionery products	105.2	103.3	103.1	92.3
Prepared foods	71.9	132.1	133.9	135.1
Other foods	80.0	111.1	114.4	113.0
Alcoholic beverages	86.8	102.4	102.7	103.4
All processed foods	92.7	106.4	106.9	106.4

—Suzanne Hale, Agricultural Trade Officer, Tokyo.

New Zealand

While Buyers Prefer U.S. Peanuts, Price Is Critical

While New Zealand's market for peanuts, all of which are imported, has some potential for growth, the U.S. market share will depend critically on price. Population growth is negligible but per capita consumption can be increased. Imports from India and China are rising and will continue to do so as long as quality remains adequate. The market is prepared to use these cheaper imports for the table nut sector, which is now dominated by Australia, but U.S. splits should continue to be preferred by processors of peanut butter.

The United States is the No. 1 supplier of splits used in New Zealand's peanut butter trade. U.S. peanuts are preferred because they are mechanically harvested and can be purchased on the basis of a well-understood set of grading standards. The market also is showing some interest in jumbo runners from the United States, especially if prices become more competitive.

The rise of New Zealand dollar against the U.S. dollar has helped improve the U.S. competitive position to some extent. However, the Australian dollar also has dropped sharply against New Zealand's currency in recent months. U.S. peanuts also face a 10-percent tariff in New Zealand, while there is no duty on imports from Australia, India, and China.—*Evans Browne, Agricultural Attache, Wellington.*

Spain

Soy Flour Imports Show Marked Growth

Spain has become a good export market for soybean flour and soy protein preparations. Total imports of these products more than doubled between 1982 and 1986, reaching 22,037 tons valued at approximately $10 million. About $1.1 million of the import total was from the United States. Practically all of the expansion was accounted for by the increasing use of soy flour, mainly in quality and specialty bread.

Texturized protein imports have followed a more or less constant pattern (except for a surge in 1983). However, they are much smaller than those of soy flour, only about 349 tons in 1986, mainly because Spanish legislation is not precise as to the acceptable uses for this product in foods.

Spain's imports of both hydrolized protein and protein concentrates have declined in recent years as domestic production has expanded and caseinates were partially substituted for protein concentrates. The import total for this category of products was 3,549 tons in 1986. However, imports may begin picking up once again as a result of stagnant domestic production and short caseinate supplies.

Imports of all soy products require admission documents issued by the Spanish Ministry of Economy and Finance. So far, importers have had no major problem in securing such documents.

In 1988 soy flour imports from the United States will be subject to a 3.6-percent import duty. Depending on composition, soy protein preparations will be subject to import duties varying from 8.1 to 23.5 percent ad valorem.—*Edmund L. Nichols, Agricultural Counselor, Madrid.*

New Markets Seen for U.S. Wood Products

Although Spain has not been a buyer of U.S. plywoods up until now, there appears to be considerable market potential for residential construction, packaging and agricultural applications. The opening of the Spanish market to foreign plywood was a consequence of Spain's membership in the European Community (EC). Spain can petition for access to the 60,000 cubic-meter reserve under the EC quota, if sufficient demand exists.

The current absence of demand for this product is due to a general lack of awareness about the utilization of softwood plywood. This might be overcome in part through increased cooperator educational and technology transfer activities. Moreover, there is evidence that the entire Spanish wood industry might benefit from the marketing of U.S. softwood plywood in Spain since there is evidence that in many applications softwood plywood would be the most appropriate panel to use.

Another important area of market potential is for structural timber products. Timber-frame housing construction, virtually unknown in the past, is being introduced into Spain. A recent U.S. forest products trade mission aroused great interest at a seminar devoted primarily to the use of lumber and plywood in timber-frame housing. For successful promotion of this type of housing, which faces a general prejudice among Spaniards, it will be necessary both to transfer the necessary technology and to import quality structural timber.—*Ralph D. Dutrow, Agricultural Attache, Madrid.*

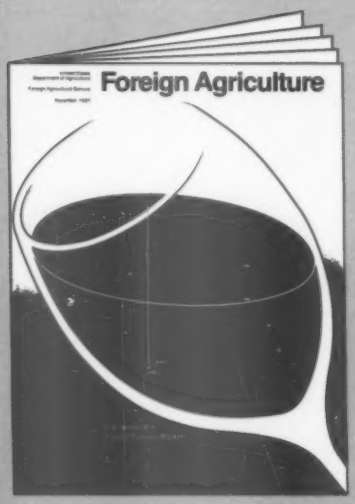
Taiwan

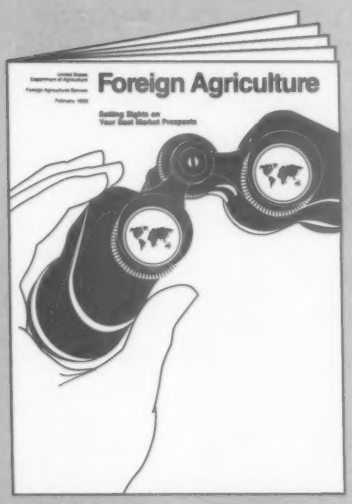
Cherry Imports From U.S. More Than Double

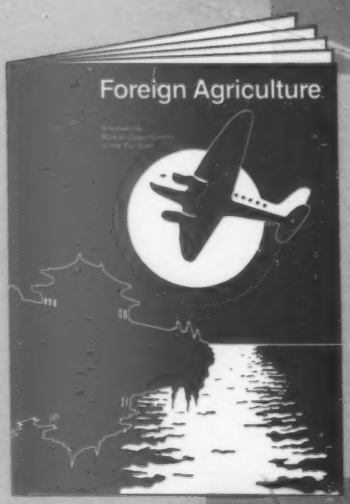
Cherry imports by Taiwan are estimated to have increased by 120 percent to 250 tons in 1987, reflecting the Taiwan dollar's appreciation, lower tariffs and better quality. Local cherry production amounts to 30-50 tons annually, which was about 15-20 percent of available supplies last year.

Almost all imported cherries are from the United States and until very recently all shipments, at least during the summer months, were by air. However, this past summer a 40-foot container of Northwestern cherries was sent successfully by sea. The perishability of cherries makes sea shipment risky, but this year's success may encourage other importers to try it.

The Bing variety has a more than 95-percent share of the Taiwan cherry market. Prices for imported cherries in modern supermarket chains in Taiwan typically range between 90 and 120 Taiwan dollars ($1 = NT$29.6 as of late November 1987) per pound for Bing (red) cherries and 140 and 150 Taiwan dollars per pound for Rainier (yellow) cherries.—*Eric Yang, Reporting Officer, Taiwan, Taipei.*







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